

# **Strategic Corporate Communication in the Digital Age**

**Edited by Mark Anthony Camilleri**

**University of Malta, Malta**

## Endorsements

"Digital communications are increasingly central to the process of building trust, reputation and support. It's as true for companies selling products as it is for politicians canvassing for votes. This book provides a framework for understanding and using online media and will be required reading for serious students of communication".

Dr. Charles J. Fombrun, Former Professor at *New York University, NYU-Stern School*, Founder & Chairman Emeritus, *Reputation Institute/The RepTrak Company*.

"This book has addressed a current and relevant topic relating to an important aspect of digital transformation. Various chapters of this book provide valuable insights about a variety of issues relating to "Strategic Corporate Communication in the Digital Age". The book will be a useful resource for both academics and practitioners engaged in marketing- and communications-related activities. I am delighted to endorse this valuable resource".

Dr. Yogesh K. Dwivedi, Professor at the School of Management at *Swansea University*, UK and Editor-in-Chief of the *International Journal of Information Management*.

"This title covers a range of relevant issues and trends related to strategic corporate communication in an increasingly digital era. For example, not only does it address communication from a social media, balanced scorecard, and stakeholder engagement perspective, but it also integrates relevant contemporary insights related to SMEs and COVID-19. This is a must-read for any corporate communications professional or researcher".

Dr. Linda Hollebeek, Associate Professor at *Montpellier Business School*, France and *Tallinn University of Technology*, Estonia.

"Corporate communication is changing rapidly, and digital media represent a tremendous opportunity for companies of all sizes to better achieve their communication goals. This

book provides important insights into relevant trends and charts critical ways in which digital media can be used to their full potential"

Dr. Ulrike Gretzel, Director of Research at *Netnografica* and Senior Fellow at the *Center for Public Relations, University of Southern California, USA.*

"This new book by Professor Mark Camilleri promises again valuable insights in corporate communication in the digital era with a special focus on Corporate Social Responsibility. The book sets a new standard in our thinking of responsibilities in our digital connected world".

Professor Wim Elving, *Hanze University of Applied Sciences, Groningen, The Netherlands.*



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- International Journal of Contemporary Hospitality Management (Emerald)
- Interactive Technology and Smart Education (Emerald)
- International Journal of Corporate Social Responsibility (Springer)
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- International Conference on New Trends in Tourism & Hospitality - INCONTH 2020 (Brazil)
- International Conference on Education Development and Studies - ICEDS2020 (France)
- International Conference on E-Education, E-Business, E-Management and E-Learning - IC4E2020 and IC4E2021 (Japan)

- International Conference on Education and Training Technologies - ICETT2020 (Macao, China)
- International Conference on Modern Management based on Big Data - MMBD2020 (China)
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**Dedicated to Adriana, Michela and Sam.**



## **Preface**

This authoritative book features a broad spectrum of theoretical and empirical contributions on topics relating to corporate communications in the digital age. It is a premier reference source and a valuable teaching resource for course instructors of advanced, undergraduate and post graduate courses in marketing and communications. It comprises fourteen engaging and timely chapters that appeal to today's academic researchers including doctoral candidates, postdoctoral researchers, early career academics, as well as seasoned researchers. All chapters include an abstract, an introduction, the main body with headings and subheadings, conclusions and research implications. They were written in a critical and discursive manner to entice the curiosity of their readers.

Chapter 1 provides a descriptive overview of different online technologies and presents the findings from a systematic review on corporate communication and digital media. Camilleri (2020a) implies that institutions and organizations ought to be credible and trustworthy in their interactive, dialogic communications during day-to-day operations as well as in crisis situations, if they want to reinforce their legitimacy in society. Chapter 2 clarifies the importance of trust and belonging in individual and organizational relationships. Allen, Sven, Marwan and Arslan (2020) suggest that trust nurtures social interactions that can ultimately lead to significant improvements in corporate communication and other benefits for organizations. Chapter 3 identifies key dimensions for dialogic communication through social media. Capriotti, Zeler and Camilleri (2020) put forward a conceptual framework that clarifies how organizations can enhance their dialogic communications through interactive technologies. Chapter 4 explores the marketing communications managers' interactive engagement with the digital media. Camilleri and Isaias (2020) suggest that the pace of technological innovation, perceived

usefulness, ease of use of online technologies as well as social influences are significant antecedents for the businesses' engagement with the digital media. Chapter 5 explains that the Balanced Scorecard's (BSC) performance management tools can be used to support corporate communications practitioners in their stakeholder engagement. Oliveira, Martins, Camilleri and Jayantilal (2020) imply that practitioners can use BSC's metrics to align their communication technologies, including big data analytics, with organizational strategy and performance management, in the digital era. Chapter 6 focuses on UK universities' corporate communications through Twitter. Mogaji, Watat, Olaleye and Ukpabi (2020) find that British universities are increasingly using this medium to attract new students, to retain academic employees and to promote their activities and events. Chapter 7 investigates the use of mobile learning (m-learning) technologies for corporate training. Butler, Camilleri, Creed and Zutshi (2020) shed light on key contextual factors that can have an effect on the successful delivery of continuous professional development of employees through mobile technologies.

Chapter 8 evaluates the effects of influencer marketing on consumer-brand engagement on Instagram. Rios Marques, Casais and Camilleri (2020) identify two types of social media influencers. Chapter 9 explores in-store communications of large-scale retailers. Riboldazzi and Capriello (2020) use an omni-channel approach as they integrate traditional and digital media in their theoretical model for informative, in-store communications. Chapter 10 indicates that various corporations are utilizing different social media channels for different purposes. Troise and Camilleri (2020) contend that they are using them to promote their products or services and/or to convey commercial information to their stakeholders. Chapter 11 appraises the materiality of the corporations' integrated disclosures of financial and non-financial performance. Rodríguez-Gutiérrez (2020) identifies the key determinants for the materiality of integrated reports. Chapter 12

describes various electronic marketing (emarketing) practices of micro, small and medium sized enterprises in India. Singh, Kumar and Kalia (2020) conclude that Indian owner-managers are not always engaging with their social media followers in a professional manner. Chapter 13 suggests that there is scope for small enterprises to use Web 2.0 technologies and associated social media applications for branding, advertising and corporate communication. Oni (2020) maintains that social media may be used as a marketing communications tool to attract customers and for internal communications with employees. Chapter 14 shed light on the online marketing tactics that are being used for corporate communication purposes. Hajarian, Camilleri, Diaz and Aedo (2020) outline different online channels including one-way and two-way communication technologies.

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**This authoritative can be purchased through Emerald Publishers and leading  
bookstores.**

